



July 2010

Census 2010/Cochise County Counts Final Report Summary

Background:

The Board of Supervisors met on August 10, 2009 and developed a preliminary strategy and budget for Census 2010. The Cochise County Board of Supervisors then passed Resolution 09-65 on December 8, 2009 supporting the 2010 decennial census and forming a county-wide complete count committee. All six of the County's cities passed similar resolutions and also developed localized strategies to encourage all the County's residents to be counted.

On April 1, 2010, the decennial Census was held across the nation. Cochise County was projected to have an July 2010 population count of 146,037 residents living in about 63,494 housing units.

Technical Mapping and Addressing Support:

The County's Geographic Information System staff, along with Rural Addressing staff, was proactive in working with the Census Bureau, to complete a number of essential Census mapping, boundary verification, address updating and review programs. These activities began in fiscal year 2007 and included:

1. MTAIP (Map Tiger Accuracy Improvement Program)
2. BBSP (Block Boundary Selection Program)
3. BVP (Boundary Verification Program)
4. LUCA (Local Update of Census Addresses)
5. NCP (New Construction Program)

Through these efforts, 9,436 county addresses were corrected or added to the list of official addresses used by the Census Bureau for the 2010 Census. During the LUCA appeal process 1,318 of the 1,326 addresses were restored to the final address lists. In addition, the Census Bureau accepted all 149 addresses that we submitted as part of the New Construction Program (NCP).

Complete Count Committee Meetings:

A total of five county-wide committee meetings were held on the third Thursday of each month beginning in February 2010. Jurisdictions also created complete count committees and worked with Census partners to coordinate targeted outreach efforts within incorporated boundaries. Committee members focused on a three-phased approach to outreach throughout the County:

1. **Increase Mail-Back Response (March-April)** County-Staff Outreach; Large Employee Paycheck Inserts; Education in Schools
2. **Decrease Undercount (April-May)** Title Companies – Reach New County Residents; Hospitals/Birth Certificate Clerks – Reach New Babies; Rental Unit Owners – Reach Short Term Renters

3. Reach Hard-to-Count Groups (May-June) Neighborhood Clean-Up Events in Census Designated Places; Post-Office Be Counted Sites

Census 2010 Response Rates:

Cochise County had a mail-back response rate of 68% which was the highest rate in 2010 for a rural border county with Mexico in the nation. Cochise County increased the response rate by 8% from 2000 to 2010 AND is the third highest border county in the nation, with only the more urban areas of San Diego County and Pima County coming in higher at 70 and 71 percent.

Comparison of Mail Response/Participation Rates for 2000 and 2010 Decennial Census

Jurisdiction	2000	2010
State of Arizona	63%	67%
Cochise County	60%	68%
Tombstone	54%	84%
Bisbee	63%	74%
Huachuca City	53%	72%
Benson	51%	71%
Sierra Vista	65%	70%
Douglas	58%	67%
Willcox	61%	54%

Participation rates reflect the percentage of mail-out/mail-back forms that have been entered into the U. S. Census Bureau website as of April 27, 2010. The rates displayed were achieved by Tuesday, April 27, 2010, prior to the cut-off for door-to-door non-response follow-up operations. Final rates will be posted in the fall and will include late mail returns.

Tombstone had a 30 percent increase from 2000 to 84% - the highest city count in the State and one of the top counts in the nation. Huachuca City also had a very high increase of 19% from their 2000 count. 25 cities in AZ had a count of 70 percent or more and Cochise County had 4 of those cities. Douglas pulled up 9 percent from 2000 – and to put their count in perspective their nearest county in New Mexico managed a 54% percent. Willcox pulled up their response rate 5% in the final week and it is believed that Willcox likely has more completed forms turned in that are not yet reflected in these response rates (this area received census forms later in the mail-out phases than the other cities in the County).

Next Steps:

Final response rates will be reported in late October 2010. Census 2010 population counts will be reported to the President on December 31, 2010 by the Bureau of the Census. Additional data will continued to be released over the next couple of years. Detailed data, previously known as long-form census data, is now being released through the American Community Survey. This survey is now conducted nation-wide every year and data is reported at the census tract level with three-year running averages.

The Census Bureau is already planning for Census 2020. Cochise County should plan for partnership and budgeting activities for Census 2020 in fiscal year 2019 and 2020. A final report about the Census 2010 activities and recommendations for Census 2020 has been completed and is posted on-line on the County's Census 2010 web-site.

www.cochise.az.gov/2010census Cochise County's Website
www.2010census.gov The Bureau of the Census Website